



Alliance for Downtown New York, Inc.  
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New York, New York 10271

[DowntownNY.com](http://DowntownNY.com)

The mission of the Alliance for Downtown New York is to be the principal organization that provides Lower Manhattan's historic financial district with a premier physical and economic environment, advocates for businesses and property owners and promotes the area as a world-class destination for companies, workers, residents and visitors. The Downtown Alliance manages the Downtown-Lower Manhattan Business Improvement District (BID), serving an area roughly from City Hall to the Battery, from the East River to West Street.



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# LOWER MANHATTAN

*It All Starts Here | Spring 2011*



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## Signs of Spring around Lower Manhattan.

Cover: 14 Wall Street



## FROM THE PRESIDENT {dear neighbor}



As my father used to say, spring is sprung! Finally, the sun is out, the weather is warm(er) and, after what seemed like an endless winter, there are signs of spring throughout Lower Manhattan. Tables and chairs are out on Stone Street as well as the dining terrace at the World Financial Center and the pop-up café on Pearl Street. Greenmarkets are flourishing, kiosks and outdoor carts have returned to the South Street Seaport and the ferry will soon be shuttling day-trippers from the Battery to Governors Island.

With so much happening in Lower Manhattan, we've redesigned our website, [www.DowntownNY.com](http://www.DowntownNY.com), to make it easy to find what you want, when you want it. Need a haircut? Feel like Italian for dinner? Still looking for the perfect birthday present 15 minutes before the party starts? Planning a weekend adventure? Use our new searchable map, powered by Google Analytics, to locate restaurants, retailers, museums, service providers, events and exhibitions within blocks of your home or office.

Too far to walk? Our maps will show you where to find PATH and subway lines as well as the stops on our free Downtown Connection bus service from the Seaport to Battery Park City to the Murray-Warren Street retail corridor.

Meanwhile, it's time again for that annual favorite!

The Downtown Alliance, Andaz Wall Street and 75 Wall Street Condominiums will launch Spring Community Day on Saturday, May 7, and this year we've expanded the festivities and sponsors.

Come join me, the Downtown Alliance team and our friends and neighbors as we plant more than 300 annuals from 10 AM to noon in Wall Street Park. Part of our Going Green program, the event is sponsored by Con Edison, Whole Foods Market, Crumbs Bake Shop, the New York City Department of Parks & Recreation, Manhattan Borough President Scott Stringer, New York City Council Member Margaret Chin and Community Board 1. Across the street, from 8 AM to 3 PM, the Andaz Wall Street will inaugurate the 2011 season of its Farmers Market. Chef Maximo Lopez May of the hotel's Wall and Water restaurant will cook up complimentary samples. And, from noon to 2 PM, 75 Wall Street Condominiums will host a rooftop story time, with cupcakes, face-painting and a balloon artist for the kids and an Andaz spa therapist giving mini-massages to the adults. That sounds like a great prelude to Mother's Day!

Spring is a perfect time of year to enjoy Lower Manhattan. So check out the fantastic range of possibilities at [www.DowntownNY.com](http://www.DowntownNY.com) and see how much you can do before summer!

Elizabeth H. Berger

## YOUR ONLINE ENTRÉE TO LOWER MANHATTAN



For years our website has been the destination of choice for people who need reliable information about Lower Manhattan. But now, with the unveiling of the new [DowntownNY.com](http://DowntownNY.com), we've taken things to the next level.

The new [DowntownNY.com](http://DowntownNY.com) has incredible mapping features.

Want to find the closest dry cleaner or hotel or Mexican restaurant? Extremely easy. On every page is a new search bar that lets you search our maps, events and the entire website. Select what you want to do or type in an address to find out what's nearby. When you choose an event, you can search the surrounding area to see where to grab a bite or a drink.

Also useful are quick links to the Downtown Alliance's social media network, which includes frequently updated Twitter, Facebook, YouTube and Flickr accounts.

Additionally, the new website is a guide to Downtown Alliance initiatives such as our free Wi-Fi hotspots and Downtown Connection bus service, the Hive at 55 coworking venture, our Re:Construction public-art program and community planting events. The site prominently displays Downtown Alliance research reports and a new Facts and Figures page.

But reading about our new site doesn't do it justice. Check out [DowntownNY.com](http://DowntownNY.com) and start your search today. Find a new place for lunch, or a museum or an event right from our home page. Let us know what you think at [ContactUs@downtownny.com](mailto:ContactUs@downtownny.com).

## TRANSIT CENTER MOVES FORWARD ON FULTON STREET

Though it's hard to tell from street level, construction at the \$1.4 billion Fulton Street Transit Center is more than 50 percent complete and on schedule to open in June 2014.



MTA crews installed the first superstructure steel on March 9, just one of many developments over the past several months. In August, crews completed the station's main foundation, along with the underpinning of the nine-story, 121-year-old Corbin Building at the corner of Broadway and John Street.

Because the original brick foundation wasn't deep enough to be stable, crews added 35 feet of concrete below the brick. Eventually, the building will be fully refurbished—including the grand marble staircase and terra cotta exterior—to house retail spaces and a connection to the main transit building. Construction of that building began in January. The terminal will include a glass façade, more than 26,000 square feet of retail space and an oculus in the ceiling that will filter light onto subway platforms. The building's structural steel will be fully in place by August.

More milestones are ahead: The southbound R platform at Cortlandt Street will open in the fall (the northbound platform opened in November 2009), along with a new entrance on William Street and underground connections to the 4/5 and A/C lines. And in 2012, The renovated 4/5 train section of the station will open—along with a new entrance on the ground level of the Corbin Building—with retail and escalators leading from platforms to the street.

The finished Center will improve connections to 11 subway lines: Fulton Street 2, 3, 4, 5, J, Z, A and C trains; Chambers Street-World Trade Center E trains; and Cortlandt Street R and 1 trains. Additionally, it will connect with the World Trade Center Calatrava PATH Station and the World Financial Center.

## FIND OUT WHAT'S GOING ON Downtown

- Check out our website, [DowntownNY.com](http://DowntownNY.com)
- Follow us on [Twitter@DowntownNYC](https://twitter.com/DowntownNYC)
- Become a fan at [Facebook.com/Downtown.Alliance](https://facebook.com/Downtown.Alliance)
- Read our blog, Downtown Diary at [blog.DowntownNY.com](http://blog.DowntownNY.com)
- Visit [Foursquare.com](http://Foursquare.com) and search Alliance for Downtown New York
- Subscribe to our email list to receive e-newsletters and event announcements at [DowntownNY.com](http://DowntownNY.com). We'll keep you informed about all that's happening in Lower Manhattan.



## TOLOACHE TAQUERIA

83 Maiden Lane  
212-809-9800  
[www.toloachenyc.com](http://www.toloachenyc.com)



The Americanization of tacos and burritos has helped us forget where they actually come from, but one trip to Toloache Taqueria will take you back to Mexico.

Chef Julian Medina, a Mexico City native and Iron Chef competitor, introduces unique flavor pairings that thrill. Consider his tacos, available for \$2 on Tuesdays between noon and 5. Options include Negra Modelo-braised

brisket with tomatillo salsa and Mexican chocolate-glazed pork with chipotle-cabbage slaw. Those and other combinations are available in burrito and sandwich form too. There are also salads, soups and desserts, like a luscious flan, that are just as authentic and flavorful.

## MAURI

92 Chambers Street  
212-608-2590  
[www.maurishoes.com](http://www.maurishoes.com)



Mauri, a family-run Italian shoe manufacturer, has just one store in the United States, on Chambers Street in Lower Manhattan.

Mink-lined slippers, sting ray skin boots, and baby crocodile loafers—all hand-made in Italy—are just a few of the models available, and affable manager Serafino Ziccarelli is the man to help you find the right pair.

Ziccarelli routinely works with clients to custom-design shoes and belts. He even pays house visits. “The Hamptons, London, Hollywood—you name it and I’m there,” he said.

And while the products are top-rate quality, the prices are significantly lower than expected because all shoes come directly from the factory.

“This store is for everyone,” he said. “It doesn’t matter if you’re an N.F.L. player, a Wall Street banker, or a chic urban three-year-old. If you’ve got two feet, I’ve got something for you.”

## HELLO PASTA

125 Maiden Lane  
212-747-1840  
[www.hellopasta.com](http://www.hellopasta.com)



Frenchmen Gregory Baratte and Nicolas Barthelemy said fast-food pasta has been a European staple for years, but no one offered it in New York City.

So they opened Hello Pasta, a decidedly healthier version of places they loved for years in France. The restaurant lets you select your pasta and choose one of its comforting, familiar sauces, like vodka,

Bolognese, and arrabiata. The menu is gluten- and preservative-free and includes options for vegetarians and vegans. All food is prepared by their chef outside of Portland, ME, and trucked to Manhattan several times a week

For Baratte and Barthelemy, ways of eating a quick meal are changing.

“Goodbye burgers, goodbye pizza, goodbye Chinese food,” Baratte said. “And hello, pasta.”

## LA LUMIA

27 Park Place #200  
212-966-3923  
[www.lalumiaclothing.com](http://www.lalumiaclothing.com)



Buying the right clothing can be a frustrating, even intimidating experience. Not only is it hard to pick a versatile item that fits well, but sometimes it’s even hard find a salesperson you trust.

Not so at La Lumia, a second-floor shop where owner Jackie Sencion sells an eclectic mix of clothing and jewelry from independent New York City designers along with some selections made—and designed

by Sencion—right in the shop. There are two tailors on-site for quick adjustments, and Sencion’s handbag line is available too.

“My store is about giving people that perfect fit they can’t find off the rack,” Sencion said.

She also offers fashion consultancy sessions by appointment both in the store and at the homes of her clients—even for those who don’t shop in the store.

“At La Lumia,” Sencion said, “it’s a personal experience.”

## YORGANIC

275 Greenwich Street - 212-732-8888  
3 Hanover Square - 212-968-9700  
[www.eatyorganic.com](http://www.eatyorganic.com)



When Bo Kim calls Yorganic a healthy dining alternative, he really means it.

"We knew there was a void to fill in the Lower Manhattan lunch scene," said Kim, the store's co-owner. He's also a licensed pharmacist, which helps explain the store's sincere devotion to its craft.

No fillers or preservatives are used and everything from the rice bowls to the salad and juice bars to the frozen yogurt is organic and locally sourced. Yorganic, which has locations in Hanover Square and on Greenwich Street near Tribeca, even offers free health consultations and is making inroads with the unlikely of health enthusiasts.

"We've got kids who come in and create their own rice bowls and even salads," said co-owner and head chef Shawn Reilly. "That's the greatest reward."

## KEG NO. 229

229 Front Street  
212-566-2337

Keg No. 229 co-owner Calli Lerner understands what people want—and don't want—in the bar experience.

"There's nothing more annoying when the bartender's busy and you can't get another drink," she said.

To avoid that problem, Lerner and her partner, Sandra Tedesco, have introduced New York City to table-top beer taps. It's just what it sounds like—a configuration of tables featuring a different domestic craft beer tap and price-tracking computer screen at each seat. The bar also serves better-than-usual bar food and a large selection of canned and bottled domestic beers.

Less demand up front allows Lerner and Tedesco to go from barkeeps to barcops. "After every 32 ounces, we go check on each customer before they can order more," Lerner said.



## RYAN MAGUIRE'S ALE HOUSE

28 Cliff Street  
212-566-6906  
[www.ryanmaguiresalehouse.com](http://www.ryanmaguiresalehouse.com)



When Ryan Maguire's Ale House was nearly destroyed by a fire in March 2010, customers sent more than 200 written letters to owners Mena and Tom Maguire with a simple message: get well, and come back soon. In front of the charred bar, Tom posted a large "Thank You" sign, and it was quickly adorned with flowers and more cards.

The space was gutted and beautifully refinished with dark wood and an intricately etched ceiling. The back dining room was extended and bench seating was added along the wall. And the bar will soon introduce brunch service to cater to the growing residential community. But the Maguires have always known that the neighborhood bar's character is what really stands out, that warmth that kept patrons asking, over and over, "when are you coming back?"

Then, just before St. Patrick's Day, Tom Maguire removed the "Thank You" sign and put a new one in its place: "Welcome Back." One look around the bar today, and it looks like it never left.

## MY.SUIT

30 Broad Street  
646-556-7430  
[www.mysuitny.com](http://www.mysuitny.com)

You'd think a premium, custom-made suit bought at Broad and Wall streets would break the bank, but My.Suit has developed a model that lowers prices and decreases production time dramatically. Because the four-store Manhattan chain runs its own factory and warehouse, its typical suit costs just \$495 and arrives within two weeks.

And designing one—right down to coat lining colors and personalized monograms—couldn't be easier. The elegant store includes a row of iPads that allow customers to create and order a suit without ever speaking to an associate—though Vice President James Hancock and his staff are always available to assist. While the suit-designing experience might seem like a lot of work, more than half of My.Suit's clients have been there before and their measurements are in the system.

"They'll come in, pick a color and we're good to go in 10 minutes," Hancock said.



# SPRING COMMUNITY DAY



Downtown Alliance  
Spring Planting



Andaz Wall Street's  
Farmer's Market



75 Wall Condominium  
Rooftop Celebration

## SPRING INTO SPRING WITH COMMUNITY DAY IN LOWER MANHATTAN

Looking to volunteer, “green” Lower Manhattan, or just have a great time with family and friends? Then drop by the inaugural Spring Community Day on May 7, 2011 at Wall and Water streets.

The Alliance for Downtown New York, Andaz Wall Street and 75 Wall Street Condominium Residences have joined forces to host a spring community planting event at Wall Street Park from 10 AM to noon, where volunteers can plant hundreds of annuals.

Just across the block, Andaz Wall Street will launch the city's only hotel-run farmers' market from 8 AM to 3 PM. Chef Máximo López May of its Wall & Water restaurant will be cooking up some freebies to nosh on!

And, 75 Wall Street Condominium Residences will have a rooftop celebration complete with story time, cupcake decorating and face painting, a balloon artist, and adult “mini-massages” from an Andaz spa therapist.

Special thanks go to Con Edison, Whole Foods and Crumbs, and the New York City Department of Parks & Recreation, Manhattan Borough President Scott Stringer, New York City Council Member Margaret Chin, and Community Board 1 for their support.



## DIGESTING LOWER MANHATTAN

Take a culinary expedition. The Lower Manhattan Eats Food Tours introduce foodies to some of Lower Manhattan's most exciting eateries and purveyors. The next adventure is Saturday, May 14 – and for only \$25 per ticket.



# LOWER MANHATTAN EATS

The three-hour excursions feature a rotating cast of local establishments. Participants have enjoyed succulent sliders, Italian eggplant parmigiana, fine wine and cheese pairings, lobster BLTs, decadent hot chocolate and some of the best cookies and coffee in town.

Join esteemed tour guide Liz Young and visit some of Lower Manhattan's best eateries.

Visit [www.downtownny.com/programs/food-tours](http://www.downtownny.com/programs/food-tours) to learn more!

When Daria Siegel joined the Downtown Alliance as an intern in 2008, she had no idea she would soon become the Director of Lower Manhattan's only coworking space.

"Running a new program for the Alliance has been an extremely rewarding challenge," Daria says. "Going from the concept of creating a shared and collaborative work-space to helping make the Hive at 55 a reality—filled with people—has been an unbelievable experience."

The Hive at 55 launched just over a year ago and is already home to over a hundred freelancers, entrepreneurs and small businesses. Mayor Bloomberg has even stopped by to meet members and share stories of his early days getting Bloomberg LP started.



Daria Siegel  
Director, Hive at 55



For Daria, one of the best parts of the job is introducing Hive members to each other and watching a collaboration beneficial to both parties unfold.

"Members learn new skills from each other and create potential partnerships," Daria explains. "Learning about these success stories is extremely satisfying."

Aside from her work at the Hive, Daria loves exploring the nooks and crannies of Lower Manhattan. Asked about her favorite discovery, Daria says: "The Elevated Acre is one of the best kept secrets of New York".

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## Q&A WITH SAM MILLER

SAM MILLER WAS APPOINTED PRESIDENT OF LOWER MANHATTAN CULTURAL COUNCIL IN SEPTEMBER 2010. A DEVOTED ADVOCATE FOR THE ARTS, THE RHODE ISLAND NATIVE – AND RECENT LOWER MANHATTAN TRANSPLANT – SAT WITH THE DOWNTOWN ALLIANCE RECENTLY TO DISCUSS HIS NEW ROLE AND LMCC'S ACQUISITION OF THE RIVER TO RIVER FESTIVAL:

**LMCC has been the leading voice of arts and culture in Lower Manhattan for 38 years. How do you keep that voice strong?**

By having a clear vision for the role LMCC has, and will continue to play through an emphasis on strategic partnerships with the key players in Lower Manhattan, beginning with the Downtown Alliance.



**You played a lead role in transforming Jacob's Pillow from a summer dance festival and school to a year-round dance center. What type of transformation do you have in mind for LMCC?**

First of all, our plan for the future is built on our core, signature programs, which are so important to artists in New York City. We are now looking to develop new initiatives that allow us to work with the artists we support and connect to audiences more deeply and broadly in Lower Manhattan.

**What are some of LMCC's hidden gems?**

I am struck by how essential our artist support programs are to artists in New York, and how distinctive and critical our residency programs are. Governor's Island, for example, isn't a hidden gem but it makes visible the value of our residency programs.

**LMCC also just became the lead partner of the River To River Festival. What has the festival meant to NYC and to Lower Manhattan?**

Historically, River To River has exemplified the spirit of recovery and renewal in Lower Manhattan. Its growth over the past 10 years has also revealed the range of cultural opportunities that are available for residents, workers and visitors in Lower Manhattan.

**How will LMCC's involvement reshape the festival?**

We have an opportunity, working with the current and new partners, to think not just about what the content of the festival should be, but the form. We are asking: What shape should the festival take over the next 10 years? This is an opportunity for us to develop with our partners a template for a sustainable, diverse, dense program that will be both distinct from and complementary to the year-round cultural programming in Lower Manhattan, and the other key festivals in New York City itself beyond Lower Manhattan.

**To read more excerpts from the Downtown Alliance's interview with Sam Miller, visit the Downtown Diary at <http://blog.DowntownNY.com>**

### LEGEND

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Spotlight on Business  
photos by: Marla S. Maritzer

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